

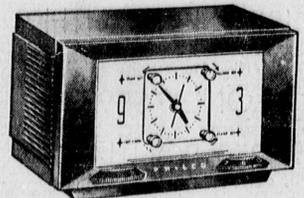
Save 33%  
**the TOASTMASTER D14 De Luxe**  
**"Toast n' Jam" SET**  
 Regularly \$29.95  
**SAVE \$9**  
**FULL PRICE \$20.95**



Complete Breakfast Set for less than the price of Toaster  
 An ultra smart combination of handsome walnut trays, jam jars and toast plate of break-resistant Melmac, modern black wrought iron rack and the favorite "Toastmaster" Toaster.

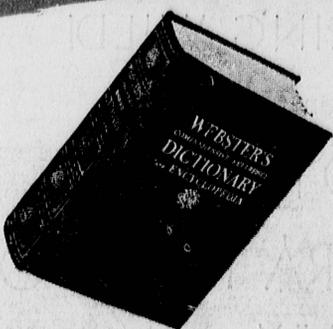
You can search all over town, but you won't find any  
**LOWER PRICES**

**FAMOUS AERO PAK Luggage**  
**OVER 50% OFF**  
 WIDE SELECTION OF COLORS, STYLES, SIZES

**Smart New Clock Radio**  
 SAVE  
 Was \$39.95 **\$14.18** Now Only \$25.77

Be awakened to the soft strains of your favorite early morning musical program. Listen to your favorite program at night and be assured that the radio will turn itself off after you have gone to sleep. Smart, simple styling will complement any room.



**Free**

**\$13.95 Webster's COMPREHENSIVE REFERENCE DICTIONARY and ENCYCLOPEDIA**

**Standard's Sensational Back-to-School Offer!**

Webster's most complete Dictionary and Encyclopedia combination is your ABSOLUTELY FREE when you buy either this smart clock-radio or the portable automatic record player. No student's library is complete without this wonderful reference book... and no room is complete without one of these Philco "entertainment centers." Students—get better marks in school, be the best informed in your class. Buy one of these Philco Specials (at a price so low you'll hardly believe it) and get this beautiful Dictionary Free. (You pay handling and shipping charges of \$1.50).

**PHILCO**

*Famous for Quality the World Over*

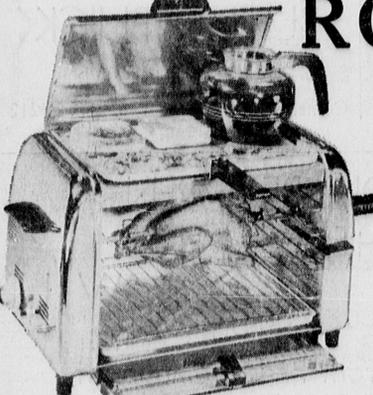


**"PORTABLE" AUTO. 3-SPEED PHONOGRAPH**  
 SAVE  
**\$20.07** Was \$69.95 Now Only \$49.88

Unmatched anywhere at this daring low price... a genuine Philco Portable Phonograph with the world's finest automatic 3-speed record changer. Spindle optional. Smart luggage-type case is finished in attractive leatherette. Side handle for easy carrying.

**STORE OPEN DAILY AND SUNDAY UNTIL 9:00 P.M.**

Built-in automatic timer  
 2 Heat switch, infrared high and low control  
 2 trays. Broiling tray and grill-top tray



2 Spits  
 8 Broiling levels  
 Glass spatter shield  
 All-chrome finish  
 Bakelite handles; remain cool

Sensational Values in Nationally Famous  
**ROTO-BROIL**

NOW... OUR PRICE  
 SOLD FOR \$79.95 **\$24.79** Including THIS HANDSOME ROLL-AWAY TABLE



**NEW WESTINGHOUSE AUTOMATIC COFFEE MAKER**

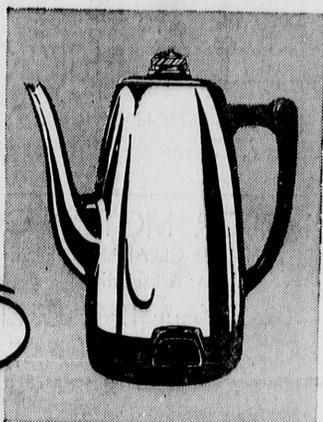
Makes Up to 10 Cups—  
 with super speed—automatically

Not all coffee makers are alike. The new Westinghouse is different—it's better, faster, more efficient. First, because a high-velocity water pump extracts essential oils faster, locks in the full coffee flavor. Second, Westinghouse uses not one, but two thermostatic controls. The second control keeps coffee fresh and hot for hours. There's no boiling—no after-perk—it's always at the one right temperature. Coffee is always the same—from first cup to the last.

You can't make a finer cup of coffee—any way you try.

**\$19.95**

**YOU CAN BE SURE...IF IT'S Westinghouse**



Isn't it time you owned a **Hoover?**

**HOOVER Lark**  
 Was \$89.95  
**SAVE \$20.00**  
**STANDARD'S PRICE \$69.95**



Dust, dog hairs, grit all give up when this Triple-Action Hoover beats, as it sweeps, as it cleans. Keeps colors fresh, prolongs rug life, saves your time and energy. Instant conversion for cleaning tools.

**Aero-Dyne Model 55**  
 Versatile new Hoover Aero-Dyne with exclusive "Litter Glitter" nozzle eats up dirt from baseboard to ceiling. Exclusive Hoover Dirst Ejector empties it out—your hands stay clean.

Was \$97.50 At Standard **\$69.95**

SEE WHAT **98¢** WILL BUY!  
 with your purchase of this

**HAMILTON BEACH MIXER**

Most popular because it is the Easiest to Use!  
 Here is an economically priced mixer with all the features and all the conveniences wanted by the modern housewife. Magic puts 10 selected speeds under your thumb. Magic beaters, Bowl control, portability... all the features.

**\$38.50**

JUICE EXTRACTOR Worth... \$4.40  
 POWER UNIT Worth... \$5.50  
 MEAT GRINDER Worth... \$7.50  
 TOTAL VALUE **\$17.40**

ALL 3 ATTACHMENTS FOR ONLY **98¢**

Genuine **COSCO**

You will find at Standard one of the largest selection of Cosco in Los Angeles.  
 Priced from **\$3.95**



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**NEW SUNBEAM ELECTRIC SHAVER**  
 Your Old Electric Shaver is worth \$5  
 as a trade-in on this new Sunbeam Shavemaster

Regularly \$29.50 **\$24.50** NOW ONLY  
 With Your Old Razor

